Heath Weaver heath.weaver@remote-executive.com

With over two decades of experience in the field, I have honed a deep expertise in [specific field/industry], blending strategic insight with practical execution. My career is marked by a consistent track record of driving growth, innovation, and efficiency, making me a seasoned professional ready to tackle new challenges.

Career

Personal project to explore AI at EmailsandDeals.com
2024-Aug – 2024-Dec | Brussels

- Leveraged the latest technology, including GenAI, to automate email processing and deal extraction, achieving a 95% accuracy rate and processing 11,500 emails in 2.5 months.
- Implemented strategic planning and swift implementation by developing 12 Python microservices, reducing page load times from 18 seconds to under 1 second.
- Managed relationships and outputs by automating content generation and affiliate link integration, ensuring full system automation and seamless user interaction.

Managing Director at Essence of Email Agency
2019-Jun – 2024-Mar | Remote (US Clients)

- Led strategic leadership in enterprise B2B SaaS markets, implementing AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Leveraged the latest technology, particularly GenAI, for productivity enhancements in marketing, increasing productivity by 94% through a new project planning system.
- Demonstrated a proven track record in fast-paced environments by overhauling customer segmentation and email strategies, boosting client revenue by 34%.
- Managed relationships and outputs from specialized marketing agencies, reorganizing teams to better meet client needs, improving client satisfaction by 10%.

VP of Marketing at Trilogy Software
2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed Marketing assembly lines for 15 SaaS products, enhancing strategic planning and implementation in fast-paced environments, leading to streamlined product launches.
- Managed Salesforce migration and training, leveraging the latest technology for productivity enhancements in marketing, ensuring data integrity and team readiness for ABM strategies.

Managing Partner & Co-Founder at Retorica & The Specialists Agency
2013-Jul – 2017-Jul | Remote

- Directed strategic leadership in enterprise B2B SaaS markets, implementing client-centric online marketing strategies that enhanced client differentiation and market presence.
- Leveraged the latest technology in digital growth-hacking, optimizing digital presence for startups and small businesses, leading to significant improvements in client digital engagement.

Director, Europe at High Position Agency
2010-Mar – 2011-May | Partially Remote

- Leveraged strategic leadership to implement a multichannel e-business strategy, increasing revenue by 75% and reducing customer churn by 40%, demonstrating deep understanding of enterprise B2B markets and swift strategic planning.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe
2007-Jun – 2010-Feb | Brussels

- Leveraged strategic leadership to align European search activities, resulting in a 103% lift in search traffic year-on-year, demonstrating deep understanding of enterprise markets.
- Coordinated Pan-European search campaigns across 16 local teams, achieving top 5 listings for high-volume keywords, showcasing ability to manage relationships and outputs from specialized agencies.
- Developed and implemented the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years, highlighting swift strategic planning and implementation in a fast-paced environment.

Manager, Finance at Sony VAIO Europe
2003-Sep – 2007-Jun | Brussels

- Led strategic financial planning and implementation, enhancing Sony VAIO's operational profit from 0% to 5% in 3 years, aligning with fast-paced environment requirements.
- Streamlined financial processes through automation, reducing monthly workload by 4 days, showcasing ability to leverage technology for productivity enhancements.
- Developed profitability management frameworks by customer, product, and channel, demonstrating strategic leadership and deep understanding of market dynamics.

Financial Analyst and Investor Relations at Charlotte Russe
2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation, aligning with leveraging the latest technology for productivity enhancements.

Education
Dixie State University - in Business Administration with Accounting and Marketing Emphasis
1997-Aug – 1999-Apr | St. George, UT

Skills
Business Development:
Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:
Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:
Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit heathweaver.com/career and enter the code: 939cd74cc71b8911496e